

ZAMEER REHMANI

Senior Technical Design Leader | AI UX Strategy, UX Architecture, Enterprise Workflows

Senior Design Leader specializing in simplifying complex technical systems into clear, intuitive product experiences. I work closely with engineering, product, and research to drive discovery, shape UX strategy, and design high-fidelity interaction patterns — including emerging AI-assisted workflows — that deliver measurable value for technical users across IBM's enterprise portfolio.

Experience

Senior Design Manager, Turbonomic, IBM Automation

04/2024 - Present

Instana + Cloudability

- Led Turbonomic integration with Instana and Cloudability — facilitating vision workshops, defining shared workflows, and guiding UX from discovery through delivery.

AI & Agentic UX

- Led AI discovery (3iAB) and authored the Turbo AI Framework mapping user needs → UX components → logical architecture → IBM agentic implementation.
- Designed the AI-driven Value Dashboard and guided UX direction for AI Summary (explainability) and early coaching/adoption flows; aligned patterns with Solis and Instana.
- Delivered Turbo AI Assistant (EA) and aligned with global chat pattern in the upcoming Solis Sidekick.

Developer & Platform UX

- Defined TurboDX's "Code-First" strategy, enabling PR-driven optimization and GitOps-native activation.
- Led Solis integration as Turbo SME across navigation, dashboards, AI chat, and nudge patterns.

Product UX

- Delivered NFIs including Top Actions, Container Dashboard, and Terraform IaC integration — reducing friction and improving optimization execution.
- Directed Carbon migration and major UI redesigns to reduce time-to-value and streamline workflows.
- Mentored a design team of ~15 on PDLC practice, agile methods, and aligning user needs with outcomes.
- Facilitated design thinking workshops and Product Academy programs in Austin and Kochi.

Design Team Lead, Turbonomic, IBM Automation

07/2022-04/2024

- Led UX strategy and delivery for Turbonomic's first SaaS trial—research, flows, prototypes, usability testing, and Carbon UI.
- Facilitated executive workshops to align Product, Engineering, Sales, and Marketing on trial vision, goals, and activation strategy.
- Conducted user/stakeholder interviews and competitive research to define AS-IS gaps and the future-state self-service journey.
- Drove 3iAB sessions to establish Hills, user needs, and MVP scope; produced high-fidelity designs and iterated based on usage telemetry.
- Led redesigns of key onboarding workflows in Carbon to reduce friction in path to the "Aha" moment.
- Mentored designers and elevated the UX practice across the team.

Sr. UX Designer, Integration Lead, IBM Automation

02/2021- 06/2022

- Led integration discovery across Instana and Turbonomic—researching workflows, interviewing cross-discipline leaders, and defining opportunities across the AIOps portfolio.
- Designed early integration workflows, scenarios, and UX concepts with PM, research, and engineering; these informed the Instana–Turbonomic integration shipped in later releases.
- Presented insights and experience maps to executive design leadership, framing Turbonomic’s role in IBM’s broader observability and automation strategy.
- Participated in Instana onboarding workshop in Brussels to align teams and define cohesive end-to-end experiences.

UX Designer, IBM CIO Design

06/2019-01/2021

- Cirrus Hybrid Cloud Platform (Client Zero modernization initiative)
 - Led research with developers, managers, and non-technical stakeholders to define personas and workflows for IBM’s Client Zero modernization program.
 - Designed and shipped the Hybrid Cloud Platform dashboard, improving workflow visibility and internal engineering support processes.
 - Created end-to-end UX artifacts—flows, wireframes, prototypes, Carbon UI—and partnered with development to ship the experience.
 - Facilitated strategy and vision workshops to shape future-state journeys and platform direction.

Awards

- Outstanding Technical Achievement Award – IBM Software, 2023
- Culture Catalyst Award – IBM Software, 2023

Education & Credentials

- MFA, Computer Graphics and Interactive Media – Pratt Institute
- BFA, Graphic Design – Boston University
- UX Design Immersive – General Assembly
- Enterprise Design Thinking – Co-Creator & Team Essentials for AI – IBM
- Carbon Design System (React) – IBM
- Agile Explorer – IBM

Design & Technical Skills

UX & Product Design – UX Strategy, Interaction Design, UI/Visual Design, Research, IA, Prototyping, Systems Thinking, Carbon

Technical Fluency – Technical UX, API & Platform Thinking, HTML/CSS, JavaScript, React, Git/GitHub, Analytics

Workshops & Facilitation – Design Thinking Facilitation, Persona Development, Vision Workshops, Cross-Functional Alignment

AI & Emerging Skills – AI Interaction Patterns, Prompt Design, AI Experience Architecture, ChatGPT, Claude, Gemini, Firefly

Tools – Figma, Adobe CS, Mural, Jira, VS Code, WebStorm, Pendo

Early Career

Interactive Engineer, Optimatic Media

12/2014 – 05/2018

- Built HTML5 and Flash video players supporting VAST/VPAID and dynamic ad-loading across networks.
- Developed JS and Flash VPAID solutions, an ES6-based VAST 3.0 parser, and PrebidJS bidding integrations.
- Improved ad-delivery performance and cross-platform compatibility; worked across VideoJS, Google IMA SDK, and Adobe Creative Suite.

Creative Tech Director

06/2006-09/2009

- Promoted through three roles in three years, delivering award-winning interactive campaigns.
- Directed an eight-person team of technologists and designers on major projects for global brands including ExxonMobil, NYSE, Heineken, and Charles Schwab.
- Partnered with creative and strategy leads to concept, prototype, and ship interactive multimedia experiences.

Interactive Consultant (Freelance)

02/2004-Present (project-based)

- Designed and developed UX solutions for eCommerce, enterprise, and marketing platforms.
- Conducted UX research, delivered wireframes and prototypes, and built front-end solutions to improve usability and conversion.